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## Top Skills

Sommelier  
Silver Service  
bridal stylist

## Languages

Little bit of French

# Sybil Doms Pretorius

COO RAHN | Scaling People, Processes & Platforms  
Western Cape, South Africa

## Summary

With over 20 years of experience across the culinary, events, and IT sectors, I bring a versatile, people-centred and operations-driven approach to my role as Chief Operating Officer at Rahn Consolidated. Rahn specialises in IT Recruitment, RegTech/AML, AI solutions, custom software, and process optimisation helping companies streamline operations and scale with confidence. As COO, my focus is aligning people, technology, and strategy to create measurable business results. I continue to lead our specialist IT recruitment division, ensuring we place high-calibre developers, engineers, and technical professionals who strengthen both capability and culture. Every placement is intentional, strategic, and built for long-term success. Across our business, I oversee operations, client delivery, team performance, and the execution of our growth strategy while guiding our marketing and brand presence to ensure Rahn is consistently positioned as an innovative, trusted partner. I'm passionate about building strong relationships, improving systems, and ensuring that every engagement whether recruitment, software, AI, or AML drives real value. If you're seeking exceptional talent, exploring your next role, or want to streamline and optimise your business, let's connect.

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## Experience

Rahn Consolidated (Pty) Ltd

5 years 7 months

Chief Operating Officer

November 2025 - Present (2 months)

Hermanus

As COO of Rahn Consolidated, I drive the operational engine behind our multi-division group uniting Recruitment, RegTech/AML, AI innovation and Custom Software into one agile, high-performing ecosystem.

I lead the strategic execution of our growth plan with our Directors, ensuring every division delivers with precision, consistency, and measurable impact. My focus: operational excellence, scalable systems, and exceptional client experience.

I continue to head our specialist IT recruitment arm, partnering with leading organisations to secure world-class talent across software engineering, cloud, data, cybersecurity, embedded systems, product and programme delivery across South Africa and international markets.

I also oversee the expansion of Rahn Monitor, our flagship AML/KYC and onboarding platform. This includes operational rollout, roadmap alignment, and client success.

Working alongside our AI and software teams, I help shape and deliver automation, agentic AI solutions, and bespoke platforms that streamline operations and drive digital transformation for our clients.

With a strong commitment to culture, brand and execution, I ensure Rahn remains innovative, competitive, and deeply client-centric while positioning us for sustained national and global growth.

#### Operations Manager, Marketer and Specialised IT Recruiter

June 2020 - Present (5 years 7 months)

City of Johannesburg, Gauteng, South Africa

As Operations Manager and Head of Specialised IT Recruitment at Rahn Consolidated, I lead the sourcing, assessment, and placement of top-tier technical talent across a wide range of specialist roles. These include software developers, programmers (C#, SQL, .NET), business analysts, full stack developers, and project managers, for both permanent and contract positions.

I work closely with both our internal teams and external clients to ensure every placement is a strategic fit aligned not just with technical requirements, but with organisational culture and long-term objectives. My candidate network is built on trust, transparency, and a shared commitment to professional excellence.

In parallel with recruitment, I oversee core business operations, ensuring that all processes run efficiently and support the company's strategic goals. I also lead Rahn's marketing and social media strategy, collaborating with our team

to strengthen our brand, enhance visibility, and attract both exceptional talent and valued clients.

With a strong focus on operational efficiency, relationship building, and results-driven recruitment, I ensure Rahn continues to deliver high-quality solutions that help businesses thrive.

### Sophisticated Chef Pty Ltd

Managing Director

April 2015 - October 2022 (7 years 7 months)

South Africa

I founded Sophisticated Chef, a company dedicated to delivering fine dining experiences and outstanding service, while offering tailored solutions for a wide range of culinary and catering requirements.

Over the past two years, the business has evolved to focus more on premium, bespoke foodie products.

Visit [www.sophisticatedchef.co.za](http://www.sophisticatedchef.co.za) to explore our selection of Proudly South African, locally produced goods available for purchase.

### Come Join Us Pty Ltd

Managing Director

February 2012 - September 2020 (8 years 8 months)

South Africa

Come Wine with Us (registered as Come Join Us) was a marketing and promotional events platform designed to connect food, drink, products, and new potential clients in a unique and engaging way.

Unlike traditional food and wine pairings, our events were hosted at selected restaurants or venues, which were encouraged to showcase their menus or special offerings to foster repeat patronage.

Participating wine estates and other beverage brands – including brandy, whisky, beer, and vodka – were invited to promote their products through curated tastings, paired with dishes either prepared by the restaurant or by our clients.

The company successfully operated for eight years, with events fully booked up to two years in advance and a database of over 4,500 members. Our

primary clients included Distell's premium wine and whisky brands such as Zonnebloem, Nederburg, Plaisir de Merle, Durbanville Hills, Alto, Fleur du Cap, Amarula, Scottish Leader, Three Ships Premium Whisky, and Bain's Whisky.

We also proudly collaborated with other esteemed names in the industry, including KWV Wines (Roodeberg, Laborie), Boschendal, Graham Beck, and Boland Cellar.

Unfortunately, due to the impact of COVID-19, we were forced to close our doors in 2020.

### Sybil Doms - Simply Sophisticated Consulting

Lifestyle Consultant and Private Chef

January 2012 - January 2018 (6 years 1 month)

Cape Town, Western Cape, South Africa

While running Come Join Us, I also worked independently as a Lifestyle Consultant, Private Chef, and Stylist. My clients included high-profile individuals in the magazine and lifestyle industries, as well as private chef clients from South Africa and abroad. I had the privilege of consulting for and cheffing private events for international VIP guests, offering tailored culinary experiences and lifestyle services.

### House of Fashion

Marketing and Social media

June 2011 - November 2011 (6 months)

The House of Fashion, located at 153 Loop Street, was a dynamic creative 'live' space that brought together several brands — including All Source, Two Ten Marketing, Only One, Little Black Dress, and Cango & Rinaldi — all offering distinct products to the retail industry.

In June 2011, I began working alongside Nicole and her team, and by November 2011, I helped launch The House of Fashion Johannesburg, a unique retail concept featuring collections from both international and local designers. The space catered to bridal, menswear, and womenswear — all curated under one roof. Unfortunately, I had to step away from the venture when the company fully relocated to Johannesburg.

### Moi Styling

Co owner

January 2010 - June 2011 (1 year 6 months)

Cape Town, Western Cape, South Africa

In 2010, I co-founded Moi Styling with Ruzanne Lazarus — a menswear styling service focused on both formal and casual wardrobes for special occasions, including weddings, matric dances, corporate events, and personal styling.

At Moi, we recognised that shopping can be a time-consuming and overwhelming experience for many. Our mission was to simplify that process by carefully curating garments based on each client's individual needs and preferences, and then delivering a personalised fitting experience in the comfort of their own home.

Our approach was hands-on, style-conscious, and deeply personal — bringing fashion retail directly to the client's doorstep.

I eventually parted ways with the business after being headhunted by House of Fashion to help launch their next chapter in Johannesburg.

#### rooirose magazine

##### Lifestyle Assistant Stylist

September 2007 - June 2011 (3 years 10 months)

Cape Town, Western Cape, South Africa

As a freelance stylist, I worked closely with the Lifestyle Editor of Rooi Rose magazine on a monthly basis. My responsibilities included conceptualising and planning décor shoots, assisting on cover shoots, and styling a wide variety of editorial features involving people from all walks of life.

A key part of my role was sourcing interesting, new-to-market products — a specialty of mine — to keep the magazine fresh, trend-forward, and inspiring to its readers. From décor elements to lifestyle finds, I took pride in discovering unique pieces that elevated each shoot.

This dynamic and creatively rich period sharpened both my eye for detail and my production skills. I eventually transitioned out of the freelance role to accept a full-time position with House of Fashion.

#### Konfetti Online Bridal magazine

##### Contributing Fashion Editor

January 2008 - January 2010 (2 years 1 month)

Cape Town, Western Cape, South Africa

As Fashion Editor, I was responsible for all fashion-related editorial content for the magazine. Each month, I worked closely with Editor-in-Chief Erla Rabe,

who would brief me on the upcoming issue's theme and direction. Together, we would brainstorm and plan fashion features tailored to brides, bridesmaids, and grooms, ensuring each spread aligned with the magazine's overall vision.

From concept development to final styling, I oversaw the full creative process of the fashion shoots. This included curating looks, coordinating with designers and suppliers, managing the shoot days, and ensuring every detail—from wardrobe to accessories—was on point for publication. I was also involved in styling other editorial features across the magazine, contributing to its cohesive and polished visual identity.

### Waddesdon – A Rothschild House & Gardens

Sommelier Scholarship Waddesdon Manor UK

November 2006 - August 2007 (10 months)

Waddesdon, England, United Kingdom

In the final year of my studies, I was honoured to be awarded a prestigious Sommelier Scholarship at Waddesdon Manor in the United Kingdom. This once-in-a-lifetime opportunity allowed me to work closely with the Head Sommelier in the private Rothschild wine cellars, supporting with cellar management, curating wine selections, and assisting in the hosting of intimate wine weekends and events for international wine merchants.

The wine tastings predominantly featured exceptional vintages from the Rothschild collection, including esteemed labels such as Château Lafite Rothschild, Château Mouton Rothschild, Almaviva, and Rupert & Rothschild.

At just 21 years old, I was incredibly privileged to experience some of the finest wines in the world—an experience that left a lasting impression on my palate and perspective. Standout wines I'll never forget include the KRUG 2000 Champagne, Cristal 2000 Champagne, 1975 Château Lafite Rothschild, and the 2004 Almaviva.

This early exposure to luxury wines and high-end hospitality greatly deepened my appreciation for quality, storytelling, and the power of curated experiences—values that have continued to shape my creative and professional journey.

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## Education

Graduate School of Business - University of Cape Town

Business Administration for Artist · (March 2010 - August 2010)

WSET School London

Certificate, Wines of the World · (March 2007 - August 2007)

Institute of Culinary Arts South Africa (ICA)

Advanced Diploma, Trained Chef and Student Sommelier · (2004 - 2006)

Robertson High School

Matric · (1999 - 2003)